

### VISION IOWA BOARD MAKES EIGHT AWARDS IN MARCH

At its March meeting, the Vision Iowa board handed out eight awards, assisting projects in communities across Iowa and recognizing project organizers for their visionary thinking. One award came via the Vision Iowa program that provides financial assistance for the development of major projects costing at least \$20 million. The remaining projects were funded through the Community Attraction and Tourism (CAT) program. CAT is a component of Vision Iowa and provides financial assistance for smaller projects.

Vision Iowa Program award recipient:

Things to Do With A River View, Clinton (City population: 27,772) — \$5 million grant. Contingent upon the completion of local fundraising by November 15, 2002.

**Funding supports:** This project has two components, Riverview Park Development and the Downtown Economic Enhancement Strategy. It calls for new or enhanced riverfront amenities including the development of an aquatic center, skate park, marina, recreational vehicle park, Mississippi River's Edge Trail, and park amenities. The project also includes renovations to the Clinton Area Showboat Theatre and the Riverview Baseball Stadium.

CAT award recipients:

Laura Ingalls Wilder Museum Visitor Center, Burr Oak (Unincorporated city) — \$40,000 grant. **Funding supports:** This project calls for the rehabilitation of the Burr Oak Bank Building. Upon completion, the building will serve as a visitor center, provide office space, a brochure display area, restrooms and a gift shop. The building has been nominated for the National Register of Historic Places, and proper rehabilitation standards will be used in its restoration.

Dows Community and Convention Center, Dows (City population: 675) — \$100,000 grant. Contingent upon the completion of local fundraising, including an additional \$15,000 investment from the Wright County Board of Supervisors. **Funding supports:** The Dows Community Development Association will construct a new community and convention center. Built in the city of Dows' historic district, it will include a community/convention center and city offices. The entire building will encompass approximately 7,900 square feet.

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### 2002 TRANSPORTATION MAP RELEASED

The Iowa Department of Transportation has announced the release of the 2002 edition of the Iowa Transportation Map, and the Iowa Tourism Office will distribute the new map in its tourism packets and at all Iowa Welcome Centers beginning in April. The cover design was provided by the Tourism Office and coordinates with the covers of the 2002 Iowa Travel Guide and Calendar of Events.

For the first time, the Iowa map is available in both a regular size and an easier-to-read, large print version. The text on the large print version is about 25 percent larger than that on the regular version, and the scale is increased to approximately nine miles to the inch.



"We appreciate our partnership with the DOT in producing and distributing this popular publication each year," Tourism Office Manager Nancy Landess said. "The large-print map will be an additional benefit for our travelers."

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*Vision Iowa Awards – continued from page 1*

Greene Swimming Pool, Greene

(City population: 1,099) — \$68,000 grant.

Contingent upon the completion of local fundraising.

**Funding supports:** The city of Greene plans to construct a new 3,900 square foot, zero depth entry swimming pool, with a deck area, waterslide and play amenities. The city's existing pool has been demolished, and the new pool will be constructed at the same site. The existing bathhouse will be renovated and will be made handicap accessible. All existing plumbing and electrical work will be updated.

Come See What's Up!, Indianola

(City population: 12,998) — \$40,000 grant.

**Funding supports:** The state's investment will assist the development of a skate park.

Leon Swimming Pool, Leon

(City population: 1,983) — \$68,053 grant.

**Funding supports:** The city of Leon will construct a new 12,255-square-foot municipal swimming pool and bathhouse. The project includes a deck, bathhouse, pool, slide, diving board, lap lanes, deck and open swimming areas. The community has selected a one-acre site in Harvey Park for construction.

Music Man Square, Phase III, Mason City

(City population: 29,172) — \$675,000 grant.

**Funding supports:** Phase III will include the construction of the new Meredith Willson Performing Arts Center, a 500-seat facility available for concerts, lectures, films, and special events. This phase also includes the renovation of an existing building, which was originally the Willson Bakery. Once refurbished, this building will include tourism shops and apartments available for out-of-town performers and instructors. The Performing Arts Center and Willson Bakery will be connected to the Music Man Square building by an enclosed pedestrian walkway.

Lake Arts Center, Okoboji

(City population: 820) — \$250,000 grant.

Contingent upon raising another \$350,000 locally by September 1, 2002.

**Funding supports:** The state's investment allows for the completion of a building to house a performing arts theater, an interactive gallery, and a large multipurpose room. While some construction is completed, the interior is not finished. An interactive gallery will be constructed and equipped, and an exhibition space for children will be created.

At the meeting the Vision Iowa board also voted to issue notices of intent to consider and assign negotiating committees to explore funding for several projects. These projects include: Brenton Arboretum, Dallas County; Lake Mills Family Aquatic Center, Lake Mills; Mediapolis Community Cultural Center, Mediapolis; Des Moines Menace Stadium, Urbandale; and Lake Park Arts & Recreation Complex, Lake Park.

The Vision Iowa board will meet again on April 10 at the Stoney Creek Inn in Johnston. To learn more, contact program manager Nichole Warren at 515-242-4827 or [nichole.warren@ided.state.ia.us](mailto:nichole.warren@ided.state.ia.us). ■

## IDED HOSTS SMART CONFERENCE

The Iowa Utility Association and the Iowa Department of Economic Development are teaming up to present the annual SMART Economic Development Conference. Titled "Smart Ideas for the New Economy," the conference will take place at the Polk County Convention Complex in Des Moines on May 2. This year's event includes a break-out session focusing on smart tourism development. Popular tourism expert Bill Geist will highlight that session. If you have questions about the conference or would like to register, call 515-282-2115 or visit [www.iowasmartconf.com](http://www.iowasmartconf.com). ■

## TOURISM UNITY DAY IS APRIL 26

It's not too late to register for Iowa Tourism Unity Day, scheduled for April 26 at the Hy-Vee Conference Center in West Des Moines. Though the registration fee increases from \$30 to \$40 per person after April 15, the event is still a bargain, offering a full day of networking, a motivational keynote address, a legislative re-cap, the unveiling of the 2003 cooperative advertising opportunities and presentation of the Tourism Leadership Awards.

Visit the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com) to download registration materials. Or contact the Iowa Tourism Office at 888-472-6035 or [tourism@ided.state.ia.us](mailto:tourism@ided.state.ia.us) and request the materials by mail. ■



## LT. GOVERNOR TO UNVEIL IOWA STAMP

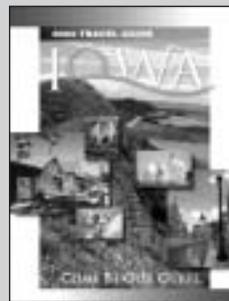
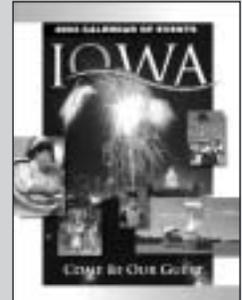


Lt. Governor Sally Pederson will join representatives of the U.S. Postal Service in unveiling the new "Greetings From America" series of stamps at a news conference on April 4, at 10:30 a.m., at Living History Farms in Urbandale. This series — which includes a stamp that celebrates Iowa — marks the first time in 10 years that the USPS has created a series representing each state. The stamps also hit post offices nationwide on April 4, although attendees at Iowa Tourism Unity Day will get a special chance to send a greeting using the Iowa stamp. (Post offices will not sell any state's stamp individually. Only the set of 50 stamps is available.)

As part of the stamp's promotion, the Travel Industry Association of America is offering a sweepstakes that includes a weeklong getaway to each state. In Iowa, 67 businesses and organizations donated discounted offers that will be given to the couple who wins the trip to Iowa. Log on to [www.traveliowa.com](http://www.traveliowa.com) after April 4 to see what the Iowa vacation includes or visit [www.seeamerica.org](http://www.seeamerica.org) to register for your chance to win. ■

## WORK STARTING ON 2003 PUBLICATIONS

It's already time to start thinking about the 2003 *Iowa Travel Guide*, the state's award-winning vacation publication. Iowa Tourism Office Publications Manager Kathy Bowermaster will send the appropriate forms for 2003 updates early this month. The updated forms must be returned by May 15. Remember that the information gathered for the *Travel Guide* is also used to update the content of [www.traveliowa.com](http://www.traveliowa.com).



Along the same lines, the Tourism Office is gathering information for the 2003 *Iowa Calendar of Events*. Beginning this month, Kathy is officially asking for information about events that take place during the first three months of 2003. However, please remember that event information for any date in 2002 or 2003 can be submitted on-line at anytime.

Once approved, those events are posted to the live site within days of their submission. And events that are submitted for 2003 will also be printed in next year's *Iowa Calendar of Events* if received by September 15.

If you have questions about [www.traveliowa.com](http://www.traveliowa.com), the *Iowa Travel Guide* or the *Iowa Calendar of Events*, please contact Kathy at 888-472-6035 or [kathy.bowermaster@ided.state.ia.us](mailto:kathy.bowermaster@ided.state.ia.us). ■

## POWERBALL TICKETS PROMOTE TRAVEL

The Iowa Lottery and the Iowa Tourism Office are teaming up to encourage lottery players to request free travel information. On the top of Powerball tickets a short computer generated message will invite players to visit [www.traveliowa.com](http://www.traveliowa.com). The message will appear throughout the spring. ■

## EXPERIENCE THE FUN OF THE WEST IN OCTOBER

Sioux City hosts the annual Iowa Tourism Conference on October 21-23, 2002. Mark your calendars and plan to attend this three-day event packed with unique opportunities. Some highlights of the conference include an evening reception at the newly restored Orpheum Theater; an address from Fred Lounsberry, senior vice president of sales at the Universal Studios Recreation Group; a special joint event with attendees to the Nebraska Tourism Conference and much more. Registration materials are available now in the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com). Or contact the Iowa Tourism Office at 888-472-6035 or [tourism@ided.state.ia.us](mailto:tourism@ided.state.ia.us) and request the materials by mail. ■

## UNDERWOOD WELCOME CENTER OPENS

The Iowa Welcome Center near Underwood opens for the busy summer travel season on April 19. If your brochures have been approved for distribution in state-owned Welcome Centers, you may make shipments to the Underwood Welcome Center via a courier service. (Remember, the U.S. Postal Service does not deliver to Interstate locations.) Visit the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com) to learn about that state's brochure distribution policies.

Also remember that the Welcome Centers at Victor and Waukee are closed permanently. Please remove them from your brochure distribution list. ■

### 2002 Transportation Map – continued from page 1

The theme for this year's regular size map is "transportation technology." Colorful photographs and brief narratives describe some of the advances being made by state and local agencies to improve transportation efficiency, safety, and convenience, and quality of life for Iowans. The 2002 map contains more than 300 revisions. It includes the 2000 census population figures, recently opened bypasses in Sioux City and Mount Pleasant, the new route symbol "27" for the Avenue of the Saints, and the town of Vedic City in Jefferson County.

As always, the map shows all state highways, major county roads, major streets in the state's 16 largest cities, a legend listing the cities shown on the map, airports and rail lines, a mileage chart, and a directory of parks and recreational areas. A total of 2.3 million copies of the 2002 map have been printed.

Copies of the new map may be ordered through the Iowa Tourism Office at 800-345-IOWA or by visiting the Publications section at [www.traveliowa.com](http://www.traveliowa.com). ■

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